

December 30, 1999

Dockets Management Branch (HFA-305)
Food and Drug Administration
Docket #97N-0511
5630 Fishers Lane, Rm. 1061
Rockville, MD 20857

3503 00 JAN -7 10 20

Joseph Loisel
1099 Alta Ave. #6
Atlanta, GA 30307

Dearest Food and Drug Administration,

My name is Joe Loisel and I have been a US citizen since birth. I am writing in regards to the proposed legislation known as Docket #97N-0511 which regards the pasteurization of all fresh juices.

This proposed legislation insults my intelligence and freedom. In this great country of freedom, you are proposing to limit my freedom as a consumer to drink and enjoy the many health benefits of fresh fruit and vegetable juices. I understand the risks involved in drinking freshly squeezed juice including potential pathogens such as e. coli and I take such risks with glee! These so-called risks are so inconsequential that only two rare incidents have been recorded in the history of fresh juices. One case I am referring to is the outbreak of e. coli found in a bad batch of apple juice produced by Odwalla juice Company in 1995 or 1996. These rare outbreaks were directly linked to poor manufacturing processes taken by large companies who took shortcuts in order to maximize profits. The rest of the fresh juice industry and conscientious consumers of fresh juice need not be punished or restricted from enjoying the benefits of fresh juice because of these irresponsible companies!

The benefits of fresh juice far outweigh the "risks" of contamination. Fresh juice contains essential enzymes which are the life-force behind all metabolic processes. Pasteurization of any kind kills all the enzymes in juice. What will be next if fresh juices are eliminated from the marketplace? Will all fresh produce be required to be altered by pasteurization, irradiation, or other insidious techniques purported to make our food "safe"? Recently, legislation was proposed which would have adulterated the standards by which we measure the term "organic" and the response to this legislation was so strong that the legislation was dropped. Unfortunately, the scope and fanfare of Docket #97N-0511 is not as widespread as to elicit such a large response from consumers. The fact that this legislation is being proposed so quietly is an appalling reminder of the erosion of the freedom of the American citizen. This legislation should be widely known to all American citizens before any definitive decision can be made. Each and every American citizen should have the opportunity to voice an opinion about this legislation before any action is taken since every citizen's choice is affected by this proposed legislation!

The current policy of informing fresh juice consumers of potential risks by way of warning labels is enough of a safeguard to such consumers without eliminating their free choice. Citizens do not need legislation to "protect" them from the miniscule risks posed by natural fresh juice products but they do need to be protected from the ravishes of corporate sale of American freedom. The risks of contamination of other foodstuffs such as meat are much higher than the risks involved in consuming fresh juice. Please do not waste the valuable resources of the American people to restrict their freedom to choose one of the healthiest food products known to man. These products are as close to natural as a manufactured product can be and we all know that our GOD is the administrator of nature. In closing, I implore you to remember the phrase "IN GOD WE TRUST" printed upon all American currency. In God we entrust our health, our well-being, and our right to freedom in this God-given planet. Please do not allow any of these freedoms to be compromised in the interests of an insincere and paternalistic attempt to appeal to our "safety."

Thank you,

Joseph K Loisel

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